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DEC 2025-DEC 2026

INDIA



## Design Associate

**Department:** Communications

**Location:** Mumbai

**Level:** Associate

**APPLY HERE**

Information Links

[www.educategirls.ngo](http://www.educategirls.ngo)

[Educate Girls receives the 2025 Ramon Magsaysay Award](#)

[Founder Safeena's TED Talk , April 2019](#)

[2023 WISE Prize in Education](#)

[Worlds First Development Impact Bond in Education](#)

[First TED Audacious Project to be chosen from Asia](#)

Our Core Values: Integrity | Collaboration | Gender Equality | Empathy | Excellence

## Join Us in Transforming Lives:

Educate Girls is an award-winning non-profit working to ensure that every girl in India's rural and educationally marginalised communities has access to quality education.

In 2025, **Educate Girls became the first Indian organisation to receive the Ramon Magsaysay Award, Asia's highest honour.**

Since 2007, we have partnered with state governments and local communities to identify out-of-school girls, support their enrolment and retention, and strengthen foundational learning for all children. Our second-chance program also helps adolescent girls and young women complete their Grade 10 and 12 educations while building life skills and agency.

With a network of more than 55,000 community volunteers, Educate Girls has enrolled over 20 lakhs girls and improved learning outcomes for over 24 lakh children across 30,000 villages in Rajasthan, Madhya Pradesh, Uttar Pradesh, and Bihar.

### **Over the next 10 years, Educate Girls aims to impact 10 million learners by:**

- Continuing 'Vidya', our Back-to-School Program, which identifies out-of-school girls (ages 6-14), supports enrolment and retention in government schools and strengthens foundational learning and life skills.
- Scaling up India's largest second-chance education initiative 'Pragati', targeting adolescent girls and young women (ages 15–29) who drop out due to societal barriers & systemic gaps and are now ineligible for formal schooling. Pragati delivers village-based learning camps to build life skills, enhance agency and enable learners to earn their Grade 10 certifications through State Open Schools.
- Strengthening open schooling systems in 12 states through Technical Assistance Units (TAUs) in partnership with the government. These units focus on improving access to and the quality of State Open Schools to support learners in the Pragati program.
- Together, these programs embody our mission to ensure that every girl is included, educated, and empowered - driving lasting transformation in education and gender equity across India.

### **About the role:**

The Associate Designer will support Educate Girls' internal and external communications by creating high-quality visual and multimedia content across platforms.

Working closely with the Purpose and Resource Mobilisation team, the role will deliver day-to-day design execution including digital creatives, video editing, presentations, and photography/videography for online and offline campaigns, organisational events, and ongoing communication needs.

The role requires a strong eye for design, a clear understanding of brand consistency, and the ability to translate communication objectives into engaging visual outputs aligned with Educate Girls' brand guidelines.

## Areas of Responsibility

### Design and Video Editing:

- Design posts and creatives (static and reels) for social media platforms, in line with Educate Girls' brand guidelines
- Design collaterals for offline campaigns, including print and on-ground communication materials
- Design visual assets for online campaigns, donor communication, corporate decks, reports, internal communication (including newsletters and updates), websites, and learning resources, and create and maintain presentation templates aligned with Educate Girls' visual identity
- Design internal communication assets such as team newsletters and internal updates
- Design event-specific communication materials such as banners, standees, backdrops, posters, invites, and digital assets
- Support design requirements for organisational events, partner engagements, reviews, and meetings
- Complete design tasks in line with team processes, timelines, and quality standards
- Use industry-standard design tools such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) or equivalent, and deliver outputs that meet brand guidelines, platform requirements, and print specifications

### Photo and Video

- Travel to field locations, meetings, and events to capture photos and videos, as required
- Edit photos and videos using tools such as Adobe Premiere Pro, After Effects, Final Cut Pro, or equivalent software, based on the requirement
- Use a clean, purposeful level of edit, with attention to framing, colour, sound, pacing, and subtitles where required, rather than heavy visual effects
- Maintain organised storage of photos and videos by following prescribed folder structures, naming conventions, and documentation requirements
- Ensure timely uploading, labelling, and basic quality checks of visual assets for team access and reuse.
- Follow organisational and team processes and policies related to content usage, consent, and data handling while capturing and managing visual assets

### Vendor Coordination:

- Coordinate and work with external vendors, printers, and freelancers to execute assigned design tasks
- Support quality checks, timelines, and final delivery of design outputs for campaigns, events, and communication needs

### Education Background

- Graduation in any discipline
- Background in graphic design or visual communication through education, certifications, or practical experience
- Strong portfolio demonstrating relevant design work

### Work Experience

- 2–3 years of experience in graphic design and social media management
- Experience working across digital and print design formats
- Exposure to non-profit, development, or social impact organisations is an advantage

### Skills Set

- Proficiency in Canva
- Proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro)
- Working knowledge of video editing tools
- Ability to capture basic photos and videos using mobile phones or cameras for organisational use
- Proficiency in using Generative AI tools for design and content support
- Proficiency in MS Office (Word, Excel, PowerPoint)
- Good command of English and Hindi, written and spoken
- Understanding of photography and videography is preferable

**Apply Link :** <https://forms.gle/1DrR2NxeSFDpPGvQA>